



SPONSORSHIP PROSPECTUS

Together We Bloom

CORBETT GARDENS BOWRAL

11 September - 5 October 2026

Together We Bloom

Tulip Time is the region's longest-running festival, welcoming over 80,000 visitors each spring from September through the October long weekend.

This year, our theme Together We Bloom sets the tone for the festival, capturing the spirit of growth, connection, and shared experience that defines Tulip Time. It reflects the idea that something truly special happens when people come together - when individual moments, like each tulip in bloom, contribute to something far greater as a whole.

It is more than a destination; it is a shared experience where gardens become gathering places and visitors become part of the story.

At its heart, Tulip Time is about coming together. It is about celebrating the beauty of the season, the strength of community, and the traditions that bring people back year after year. It is where first visits become lifelong rituals, and where familiar places are seen in new and inspiring ways.

It is a celebration of renewal, of belonging, and of the simple joy found in coming together.

Together, we don't just experience Tulip Time.

Together, we bloom.



Why Partner With Tulip Time?

Tulip Time offers more than visibility - it offers connection, creativity, and real audience engagement.

Our partnerships are designed to:

- Connect with over 80,000 engaged visitors
- Create meaningful, memorable interactions
- Align with one of the Southern Highlands' most loved events
- Be part of a festival people don't just attend - they experience

Visitors to Tulip Time are present, immersed, and seeking moments of joy, beauty, and connection. The multi-day event creates an environment where engagement happens naturally, and where your presence becomes part of the experience itself.

Through thoughtful integration and immersive opportunities, partnerships are designed to leave a lasting impression - well beyond the festival.

Because when we come together - we bloom.



Partnership Opportunities

Tulip Time partnerships are designed to create experiences, not simply visibility.

Each opportunity invites partners to play a meaningful role in how the festival is experienced through moments of beauty, connection and discovery within the unique setting of Corbett Gardens and across the wider program.



Partnership Principles

We bloom through experience

We prioritise moments people can feel, join, and remember - not passive exposure.

We bloom through story

Every partnership is part of the wider narrative of Tulip Time - creativity, seasonality, place, and community.

We bloom through connection

Local community, visitors and partners are brought together through shared experiences.

We bloom through collaboration

Partnerships are designed around real festival elements, not generic sponsorship tiers.

We bloom over time

We seek long-term relationships that grow with the festival.

We bloom with purpose

Every partnership delivers both commercial value and community benefit.

Tulip Time Statistics

25

Festival days

66

Years of history

85,000+

Number of attendees

28%

Local resident attendees

\$24.7M

Total visitor spend

55,000

Social media audience

65%

plan to return to the region

107

Coaches & Groups

475,000

website page views



Media Partner

Bloom Amplifier

Investment: In-kind/Value Exchange

Extend the reach of Tulip Time beyond the gardens. Media partners help shape how the festival is seen and experienced, bringing it to life for wider audiences through collaborative, content-led storytelling.

What this could look like:

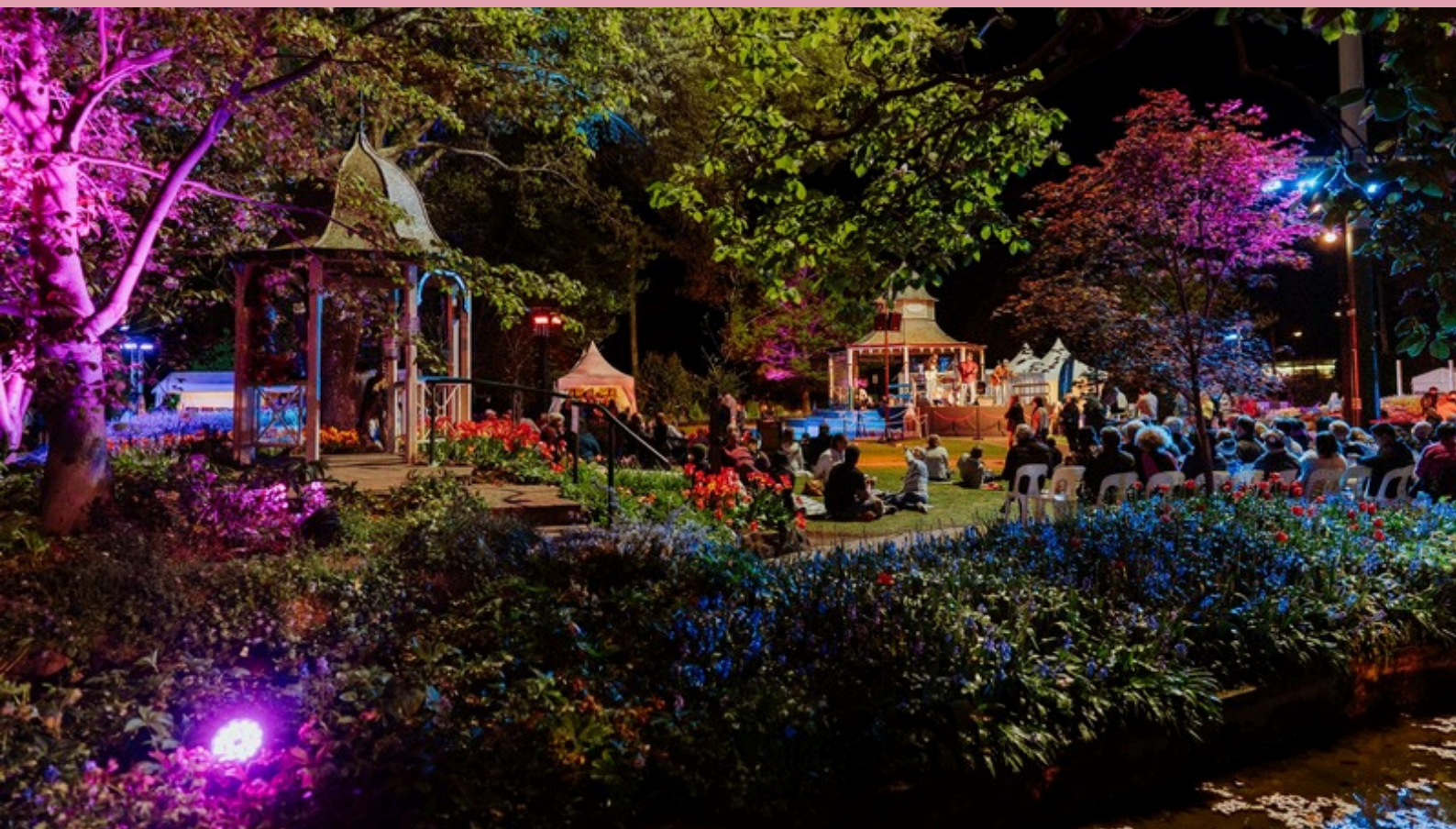
- Pre-event promotion
- Editorial or integrated content
- Festival coverage
- Competitions and engagement
- Digital amplification

Your Bloom includes:

- Official Media Partner recognition
- Campaign integration
- Content collaboration
- Access to key festival moments

Our Ideal partner:

- Strong, aligned audience reach
- Values storytelling and seasonal experiences
- Multi-channel amplification
- Collaborative mindset



The Bloom Drive

Signature Bloom Experience

Investment: \$20,000

A refined, design-led presence within the heart of Tulip Time. The Bloom Drive offers a partner the opportunity to create a thoughtfully integrated activation within Corbett Gardens, enhancing the garden setting while inviting visitors to pause, explore and engage.

What this could look like:

- A beautifully styled mobile activation or installation
- A curated experience integrated with the garden environment
- A hosted experience such as tastings, demonstrations or interactive moments

Our ideal partner:

- Values design, presentation and aesthetic alignment
- Seeks meaningful interaction over passive visibility
- Has a product or experience that can be thoughtfully integrated into a natural setting
- Open to co-creating something unique to Tulip Time across the program



Bloom & Play Day

Signature Bloom Experience

Investment: \$5,000 to \$10,000

A new signature event for children and families. Launching in 2026, Bloom & Play Day is a vibrant, high-energy addition to the Tulip Time program designed to create a dedicated day for families to connect, play and explore.

Extending beyond the gardens, this new event brings together activity, creativity and shared experiences in a way that invites families to spend more time in the region and return throughout the festival.

What this could look like:

- A branded activity zone or interactive experience
- Play-based activations, workshops or performances
- Opportunities for engagement, giveaways or participation

Our ideal partner:

- Aligns with families, play, creativity or wellbeing
- Can deliver engaging, hands-on or high-energy experiences
- Values being part of launching a new and growing event
- Interested in both on-site and digital engagement



Dogs Day Out

Signature Bloom Experience

Investment: \$1,000 – \$5,000
(or in-kind contribution)

A vibrant, highly social celebration of dogs and community, seamlessly integrated into the “Together We Bloom” flower festival. Set among immersive floral displays, this experience draws engaged, pet-loving audiences and encourages meaningful interaction.

Dogs naturally spark connection, creating memorable, shareable moments between attendees. The result is a warm, high-energy environment where brands can align with joy, community, and growth.

What this could look like:

- Dog-friendly activations (photo moments)
- Service-based offerings

Our ideal partner:

- Has a connection to pets, lifestyle or outdoor living
- Can create a fun, welcoming experience
- Understands the value of community events
- Is open to content and social engagement



Little Blooms Garden

Feature Bloom Experience

Investment: \$1,000 – \$5,000

(or in-kind contribution)

A space where curiosity grows and families linger. Little Blooms tent is a dedicated children's zone designed for hands-on play, creativity and discovery.

What this could look like:

- Interactive activities (e.g. planting, making, creating)
- Demonstrations or facilitated activities
- Small-scale installations designed for children

Our ideal partner:

- Supports families, creativity or learning
- Can deliver hands-on activities or workshops
- Is open to contributing time, materials or expertise



Blooming Arts Weekend

Feature Bloom Experience

Investment: \$1,000 – \$5,000
(or in-kind contribution)

A curated weekend celebrating creativity, place and seasonality.

What this could look like:

- Artist workshops or demonstrations
- Support for exhibitions or installations
- Creative or cultural activations

Our ideal partner:

- Values creativity, culture and storytelling
- Seeks thoughtful alignment rather than overt promotion
- Can support programming, materials or artists
- Appreciates a curated audience experience



Weekend Moments

Contributing Bloom Experience

Investment: \$500 – \$2,000

Be part of the rhythm of Tulip Time. Across the festival, smaller-scale activations create reasons for visitors to return.

What this could look like:



















- Small activations or experiences
- Program contributions for workshops

Our ideal partner:

- Is locally connected or community-minded
- Can deliver a quality experience with minimal infrastructure
- Values participation and presence
- Is looking to engage directly with visitors



Partnership Benefits

Benefit	Signature Bloom	Feature Bloom	Contributing Bloom
Naming Rights		 (where applicable)	—
Co-designed activation			Limited
On-site presence (design led)	Premium placement	Integrated presence	Light-touch presence
Logo on advertising (Campaign assets)	Prominent inclusion	Included	Limited inclusion
Digital campaign inclusion			
Social/ content collaboration			Limited
Website listing			
PR and storytelling opportunities			—
Entry tickets (Corbett Gardens)	10	6	2
Hosting opportunities			—
Post-event insights			—



Get in Touch

If you're interested in partnering with Tulip Time, we'd love to explore how we can create something meaningful together.

Let's start the conversation and see how we might bring your brand to life within the festival.

Because when we collaborate with intention, together, we bloom.

Please contact tuliptime@wsc.nsw.gov.au